

BUSI 4940

Business Policy

Fall 2018

Course Syllabus



Instructor

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Office: BLB 312M
Office hours: Monday 10am-2pm, Thursday 10am-12pm and 1pm – 3pm and by appointment

Academic Assistant

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Section 001: Meets Mondays 3:30pm to 6:20pm in BLB 080.

COURSE DESCRIPTION AND OVERALL GOAL:

Business Policy (BUSI 4940) is a capstone course that focuses on strategic management - integrating the functional areas of business administration into a realistic approach to solving strategic business problems.

Prerequisites: Completion of all other business foundation courses with a grade of C or better and senior standing. It is to be taken during the last term/semester of course work.

REQUIRED TEXT BOOK (Digital version option):

Strategic Management: Concepts and Tools for Creating Real World Strategy by Jeff Dyer, Paul Godfrey, Robert Jensen, and David Bryce (1st or 2nd Edition acceptable)
ISBN-13: 978 -0470937389

ANNOUNCEMENTS AND COMMUNICATION:

The Announcements section (in Blackboard) provides official bulletins and announcements by the instructor. Since the Announcements section is an "official site" within Blackboard and part of the course, you are responsible for knowing the information there.

Emails to the class will be sent through Blackboard. If you would prefer to get communications from this course sent to a different email address than your UNT account, you must change your email address in the Blackboard system. To change your address, you click on the "My Institution" tab within Blackboard. On the left-hand side of the page there will be a list of tools. Click on the personal information link and edit your email address. You are responsible for all communications sent through Blackboard. Also note that messages from me through blackboard are not set up for response. If you need to contact me or respond to a blackboard message sent, please use my Elisabeth.struckell@unt.edu email.

COURSE OBJECTIVES:

This course is designed to help you achieve four major objectives:

1. Integrate knowledge and skills acquired in the business foundation courses
2. Work collaboratively with a multidisciplinary team
3. Apply a holistic and integrated approach to analyze real world business situations and offer recommendations for strategic adjustments
4. Develop and refine critical thinking, business writing, and presentation skills

PERFORMANCE EVALUATION AND GRADING:

Your grade in this course will be determined by your performance on individual assignments, examinations and your participation in team-specific activities. The point distribution will be as follows:

1. Individual Assignments and Exams (700 points)
 - a. Individual Assignments – 250 points (2 worth 125 points each)
 - b. Exams – 450 points (3 worth 150 points each) **The comprehensive exam is optional for members of teams that advance to Round 2 of the Case Competition*
2. Team Assignments (300 points)
 - a. Team Charter – 15 points
 - b. Team Project #1 – 30 points
 - c. Case Project Progress Report – 30 points
 - d. Case Project Report – 150 points
 - e. Case Competition Presentation – 75 points
3. **Extra** Credit Points:
 - a. Undergraduate Business Foundation Assessment – up to 10 points of extra credit
 - b. SPOT course evaluation- as allowed by the Dean if 85% of the class completes the course evaluation everyone in the class will receive 10 extra credit points (1% of the class point total)
 - c. Participation in research survey – May be presented as an option for 5 extra points

Total: 1000 points (or 850 for members of teams that advance to Round 2 of the Case Competition)

Letter Grade Equivalent

- A** (90% to 100% of points)
B (80% to 89.9% of points)
C (70% to 79.9% of points)
D (60% to 69.9% of points)
F (59.9% or below of points)

Note: Students should not expect a curve or ANY rounding.

METHOD OF INSTRUCTION:

Classes in the course will be conducted using discussions, exercises, articles and assignments. Classroom discussions will be used to elaborate on and extend the content of the readings, developing conceptual ideas and applying them to business situations. Teams will be formed early in the semester. Each team will work on an integrative business case.

IMPORTANT! You are expected to read and analyze course materials BEFORE attending the class in which they will be covered.

Individual Assignments and Exams (700 points)

Individual Assignments: Each student will complete two individual exercises using tools and concepts covered in the course and outside research through the UNT library. The first assignment will focus on conducting an analysis of the external environment of a firm or the firm's industry. The second assignment will focus on conducting an analysis of the firm itself. Each assignment is worth **125 points (250 total points)**. **Note that it will be very difficult to achieve a "C" grade in the class if you do not submit all course assignments.**

Exams: There will be three multiple-choice exams designed to assess your understanding of key concepts and material covered in the course. Each exam is worth **150 points (450 total points)**. Members of teams that advance to and participate in the second round of the case competition have the option to not take the comprehensive exam at the end of the semester and have their class grade determined based on their accumulated points in the course divided by 850 points versus 1000 total course points.

Undergraduate Business Foundation Assessment: Each student will complete an assessment on material covered in all Business Foundation Courses previously taken during their undergraduate curriculum. The assessment is administered through Blackboard and is required by the college. The assessment is worth up to **10 extra credit points** depending on individual performance.

Team Projects (300 points)

Teams will apply concepts and tools covered during the course both to an initial short project and to a "live" case. Teams will submit a team charter, Team Assignment #1, a progress report, a final report, and participate in the integrated case competition via a team presentation. Teams will have at least one scheduled meeting with the instructional team during the live case portion of the term to review progress and to gain input from the instructional team.

Team Charter: Each team will submit a team charter. Guidelines will be provided via Blackboard. This is worth **15 points**.

Team Assignment #1: Each team will submit an assignment integrating their individual assignments. Guidelines will be provided via Blackboard. This is worth **30 points**.

Case Competition Project Progress Report: Each team will submit a progress report on the Fidelity project and a list of three questions for the Q&A event with the live case company. Guidelines will be provided via Blackboard. This is worth **30 points**.

Case Competition Project Report: Teams will follow the guidelines offered in the Blackboard class website when creating their report. The final product is worth **150 points**.

Case Competition Team Presentation: Detailed instructions for the presentation and the grading rubric will be provided via Blackboard. Team presentations will be limited to 15 minutes, with 10 minutes of Q&A after. All presentations should be targeted towards the senior leadership of the subject company.

Grades will be based on two criteria: (1) the content of the presentation and (2) the quality of the presentation. The presentation is worth **75 points**.

Integrated Case Competition

All teams in the class will compete in the Integrated Business Case Competition. The first round of the case competition will take place during class time in Week 13 and will involve the graded presentation (submitted via Blackboard and live presentation). Roughly the top half of teams chosen by the judges will advance to the second round of the case competition in Week 14 to present to panels of company judges during class time. Finalists will be chosen by the judges to advance to the final round of the case competition (Saturday after Week 14) to present their work to top leaders of the case company. These finalists will compete for sizable cash prizes and recognition.

INDIVIDUAL INVOLVEMENT IN TEAM ACTIVITIES: Your involvement and interaction in team activities will be evaluated by your peers using a Peer Evaluation process. It will be based on their assessment of a) your ability to foster team spirit and display initiative while working on the project; b) your attendance at scheduled meetings (face-to-face or virtual), and c) your participation in group discussions, completion of assigned work and contribution to project completion. Based on the grade awarded by your peers, you will either receive the full points associated with the team grade on the relevant part(s) of the team assignments or only a portion of the points. NOTE: Any team member may request that the instructor arbitrate team ratings. If arbitration is requested, and conducted, the decision of the instructor will be final. The Peer Evaluation will be submitted with each of the team assignments including Team Assignment 1, Fidelity Progress Report, Fidelity Project and Fidelity Team Presentation.

SUNDOWN POLICY: You have one week (from the date a grade is posted) to inquire about, and to appeal your grade on an exam, assignment, or presentation, after which no appeals will be entertained. The purpose is to resolve any issue during the term and not wait until the last week of the term. Please check your grades every week!

ATTENDANCE: The class content will be delivered via lecture during the first six class meeting sessions. As such, attendance is critical during these sessions and attendance will be taken. Any student missing more than two of the six lectures will be coached to drop the class. Further, participation in scheduled presentations is mandatory. Finally, participation in team projects will be graded through peer evaluation at the team level (see Individual Involvement in Team Activities). Excused absences - hospitalization, contagious disease, religious holiday, death in the family.

POLICY FOR MAKE-UP EXAMS: If you miss an exam and have an excused absence (above) and would like to take a make-up exam, you must provide the instructor with evidence of the occurrence. All make-up examinations will be held during the final exam period. Assignments are provided extended time-periods for completion and as such extensions or excuses for missed deadlines are unlikely to be accepted and will be considered on a one by one basis.

BLACKBOARD: This course will make extensive use of the web through Blackboard. It is your responsibility to keep up with material, instructions, announcements, e-mails, and grade postings that will be made available to you throughout the semester on Blackboard. As a rule, assignments are turned in electronically through drop boxes created by your instructor in Blackboard. It is your responsible to make sure that Blackboard assignments have been accepted in the system. Take care to submit in advance of the deadline. Responsible students don't wait until the last minute to turn in assignments.

TURNITIN: Written assignments (individual and team) will be submitted through Blackboard using TURNITIN. This tool is to provide students and teams the opportunity to check their written submissions for originality and to identify issues and correct issues prior to a final submission on or before the assignment deadline. The tool's purpose is to prevent cheating or Plagiarism (see below). To gain the benefit of the tool you will need to turn the assignment in ahead of the deadline to allow the system to process your report and allow time for editing issues identified in the report. Assignments that are turned in late will receive a "0" for the assignment.

ACADEMIC DISHONESTY: Students caught cheating or plagiarizing will receive a "0" for that assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term "cheating" includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term "plagiarism" includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

UNACCEPTABLE STUDENT BEHAVIOR: Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <http://deanofstudents.unt.edu>.

ACCESS TO INFORMATION – EAGLE CONNECT: Your access point for business and academic services at UNT occurs within the my.unt.edu site (<http://www.my.unt.edu>). All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward your e-mail: <http://eagleconnect.unt.edu/>

ADA STATEMENT: The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information, see the Office of Disability Accommodation website at <http://disability.unt.edu>. You may also contact them by phone at (940) 565-4323.

Schedule of Events

Week	Class Date	Class Schedule
1	8/27	Class Discussion: Course Overview; Chapter 01 – What is Business Strategy? Assignment: Individual Assignment #1 – Analyzing the External Environment
2	9/3	No Class Labor Day Due 9/2; 11:59 PM: Business Foundation Assessment (administered through Blackboard) Class preparation: Read Chapters 2 and 11
3	9/10	Class Activity: Team membership and seating assignments Class Discussion: Chapter 02- Analysis of the External Environment, Chapter 11 – Competitive Strategy
4	9/17	Due 9/16 11:59 PM: Individual Assignment #1 (Submitted via Blackboard) Class Activity: Review Individual Assignment #1 Class Discussion: Review Chapter 03 – Internal Analysis and Competitive Advantage; Chapter 04 – Cost Advantage; Chapter 05 – Differentiation Strategy
5	9/24	Due 9/23 11:59 PM: Team Charter (Submitted via Blackboard) Exam 1: Chapters 1 through 5, 11 Class Discussion: Chapter 06 – Corporate Strategy; Chapter 07 – Vertical Integration and Outsourcing Assignment: Individual Assignment #2 – Analyzing the Internal Environment
6	10/1	Class Discussion: Chapter 08 – Strategic Alliances; Chapter 10 – Innovative Strategies That Change the Nature of Competition
7	10/8	Due 10/7 11:59 PM: Individual Assignment #2 (Submitted via Blackboard) Class Discussion: Feedback Individual Assignment #2. Chapter 12 – Implementing Strategy; Chapter 13 – Corporate Governance and Ethics Assignment: Team Project #1
8	10/15	Exam 2: Chapters 6, 7, 8, 10, 12, and 13 Class Activity: Team Meetings to work on Team Project #1
9	10/22	Due 10/21 11:59 PM: Team Project #1 and Peer Evaluation (Submitted via Blackboard) Assignment: Live Case Discussed Class Activity: Review of Team Project #1 and Team Meetings
10	10/29	Due 10/28 11:59 pm: Case Project Progress Report and Peer Evaluation (Submitted via Blackboard) Class Activity: ½ Teams have meetings with Instructor (Attendance Required)
11	11/5	Class Activity: ½ Teams have meetings with Instructor (Attendance Required)
12	11/12	Due: Case Project Report and Peer Evaluation (Submitted via Blackboard) Class Activity: Team Meetings
13	11/19	Due 11/18 11:59pm: Team Presentation and Peer Evaluation (Submitted via Blackboard) Class Activity: Round 1 of the Case Competition (Presentation Schedule TBA)
14	11/26	Class Activity: Round 2 of the Case Competition (Presentation Schedule TBA)
	Saturday 12/1	Final Round of the Case Competition (Presentation Schedule TBA) Location: UNT Campus (Exact location TBA)
15	12/3	Comprehensive Exam <i>Optional for members of teams that advance to Round 2 of the Case Competition</i>
16	12/10	Make-ups (if eligible)

*While I do not plan to deviate from the above schedule, unforeseen events may require adjustments.